

Advanced Image Systems, Inc.
Culver City, California
April 1, 1980

FOR IMMEDIATE RELEASE

AIS (Advanced Image Systems (formerly the ETG (Entertainment Technology Group (formerly the MPP (Motion Picture Project (formerly SE (Simulated Exhilaration)))))) is pleased to announce the acquisition of its parent company, Information International Inc. as a wholly owned subsidiary. The takeover was the result of intense but short lived negotiations between the old III management, the new AIS junta and a group of about fifty heavily armed insurgents who referred to themselves as "AIS consultants".

As part of the takeover protocols, the III staff and facilities will move to the previously spacious Jandy location. This will benefit the entire III division despite the fact that they will be somewhat cramped there, as III division chief Alfer Naughty puts it: "We may have to double up on office space, but at least we will be closer to the beach."

AIS also wishes to announce that starting tomorrow (April 2) its current facility (the old III home office, between Death and Taxes on Slauson Avenue) is to be demolished to make way for the new AIS Towers Complex. This 98 story structure will replace the old III facilities except for the guard house, the baseball diamond, and the aviary.

Speaking from a simulation of his soon-to-be-constructed office on the 98th floor of AIS Towers, Gray DeMouse (the new Head Co-Honcho In Charge of Almost Everything) said "Those III guys had this coming! They quibbled over every little multi-million dollar Manufacturing Order. And they kept trying to put money into the profitable parts of the company instead of us!" J. W. Junior (the elusive Co-Honcho In Charge Of Everything Else) reached by radio in the AIS Lear jet agreed: "III just didn't have the Hollywood ambience we sought. Hey, we're too hip. I gotta go..." Asked for an appraisal of the future of high-technology image making, Tayhard Richlor AD for AIS said "Two to three foot southeast swells, fair conditions" and added that the surf at Malibu is "Cheaper, Faster, Better".

One of the major manufacturing goals of the AIS Hardware Wars Division will be the mass production of their turbo-charged micro-programmable bit-pickin' processor known as the KBrandt, after its inventor and look-alike Karol Box. "To meet projected simulation work, we will have to complete an entire KBrandt processor every five minutes for the next six months" remarked Mr. Box "and, BOY are my arms tired."

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We are pleased to announce the forming of a new subsidiary, INFORMATION INTERNATIONAL STOREROOMS, LTD., with headquarters in London, England. The sole purpose of this new company will be to provide parts on a timely basis to the parent company, Information International, a Culver City typesetter manufacturer.

"Originally we had planned to take over the Fox Hills Mall for our headquarters, but realized that we would soon run out of parking facilities for our employees," says Dale Smight, Chief Director of Manufactured Supervisors for the new firm.

"We hired some out-of-work computer scientists from the waning Grafix Project to write a computer program to permute all of the titles, President, Vice-President, Director, Manager, etc. They tell us that we can reach 65,536 employees before we have to hire one Indian," says Dale Right, Chief Supervisor of Directors.

"One unusual aspect of our organization is that we have two totally redundant computer systems running at all times to mis-schedule the flow of parts. In this way, the blame for lack of parts can be shifted from one group to the other as needed," says Dale Knight, Director of Programming Manager Supervisors.

"We chose London as our headquarters because we like the way the English Labor Unions have organized other businesses. The Unions have given England's industrial firms a structure amazingly close to our own. Besides, London has not been the center of a large Empire for 30 years or so," says Dale Blight, Manufacturer of Presidents.

Other AIS staff announcements:

A sad note from the Department of Art, Dont Rinski (ace digitizer) has been missing since he tried to encode, by hand, a fractal pattern which contains arbitrarily small detail. "He just got smaller and smaller, until he disappeared due to round-off error" reported Meat Paprika, an obviously shaken eyewitness to the tragedy.

Former employee Filgos Ette has been appointed Vice Hacker in charge of Virtual and Remote activities.

Thom MacWomahon is currently working on a control panel which allows full tactile, auditory, and emotional communication between machine and user.

Susan Dish (Production Slave) formerly of Rob Unable & Associates is learning to use the computer equipment and how to read JW's handwriting.

Gross Markmen has been named Supervisor of Micro Programers. Gross and his dedicated team of tiny programmers (most are under 4 inches tall) are busy creating KBrandt microtoad emulations of the DEC PDP-15, Babbage's Analytical Engine, the Turing Machine, and other archaic computing devices which are of interest only as museum pieces.

Mil MalMaclan (Mathematical Guru) will continue with his application of Catastrophe Theory to bicubic patch scanning algorithms.

Craig Craig (Direct Director - Department of Redundancy Department) was too busy writing a hack press release to comment at this time, "I'm too busy to comment at this time" he explained.